
**INTERNATIONAL DRIVE
MASTER TRANSIT AND IMPROVEMENT DISTRICT**

**District Advisory Board Meeting
August 25, 2005
MINUTES**

The International Drive District Advisory Board Meeting was held on August 25, 2005 at the Downtown Orange County Offices, 5300 Test Circle Drive, Suite 300, Orlando, FL. District Advisory Board members in attendance were Sibille Pritchard, Harris Rosen, Alan Villaverde & Richard Van Slyke. Also in attendance: Luann Brooks, Zina Talsma, Norah Azoulai Catharin Rath & Lynn Havanec, IDMTID; Pam Gates-Water & Sandy Litvany, Ad Inns; Jimmy Mears, Charlie Carns & Kraige Jean, Mears Destination Services; Ruth Hamberg, North I-Drive Consultant; Jean Wilson, Greenberg Traurig, P.A.; Kelly Smith, I-Drive Property Owner; Lex Veech, OCCC and Beth Kassab, Orlando Sentinel. *(This may be an incomplete list of attendees due to late arrivals or audience members that did not sign in.)*

These are edited minutes, as a verbatim transcript would be too voluminous. For future reference all meetings are taped. If anyone wishes to review the tapes, please call or write to:

Luann Brooks, Executive Director
International Drive Master Transit and Improvement District
7081 Grand National Drive, Suite 105
Orlando, FL 32819

Chairman Sibille Pritchard called the meeting to order at 9:35 a.m.

Tab 1 – Approval of Minutes

Richard Van Slyke made a motion to approve the advisory board minutes for July 28, 2005. Alan Villaverde seconded the motion. Motion carried, minutes were approved.

Tab 2 – District Financial Report

Luann Brooks reviewed all items under this tab. General discussion followed.

Mr. Villaverde made a motion to accept and approve the July 2005 District financial report. Mr. Van Slyke seconded the motion. Motion carried, the financial report was approved.

Action Item: District staff to present findings to Advisory Board with regard to contacting a consultant on web site advertising.

Harris Rosen made a motion to approve the proposed adult cash fare increase from \$0.75 to \$1.00 per rider, one way on the I – Ride Trolley Service. Mr. Villaverde seconded the motion. Motion carried, the adult cash fare rate of \$1.00 per rider, one way was approved.

Action Item: Ms. Brooks to review the formulas on the MSTU 2 – Transit Service Unit: FY 2005 DRAFT Budget spreadsheet (page 9 under this tab) with Mr. Van Slyke.

Action Item: District staff to compile a list of potential advertising dollars lost due to current advertising restrictions in place and report back to the Advisory Board for further discussion.

Action Item: District staff to review sponsorship list and collaborate with Advisory Board members resources to assist in obtaining sponsorships from key companies.

Mr. Rosen made a motion to approve and recommend the District Fiscal Year 2006 budget as presented under this tab to the District Governing Board with a footnote being added to the MSTU 2 expense line item of \$100,000.00 for Holiday Decorations that states ‘These funds cannot be spent without a sponsorship in place’. Mr. Villaverde seconded the motion. Motion carried and the District Fiscal Year 2006 budget was approved for recommendation to the Governing Board at the September 2006 meeting.

Tab 3 – I – Ride Trolley Service Report

Ms. Brooks reviewed all items under this tab. General discussion followed.

Tab 4 – North International Drive Project

Ms. Brooks reviewed all items under this tab accompanied by a Power Point presentation. General discussion followed.

Ms. Brooks noted that the District has received approval to remove the Ramada sign at Sand Lake Rd. and International Dr. The District is coordinating with Perkins, Orange County and Progress Energy. The project should be completed by mid September 2005.

Action Item: District staff to research and present back to the Advisory Board on magazine racks for the International Drive corridor.

Action Item: District staff to contact Bill Baxter with Orange County to discuss directional sign packages.

Other New Business:

Ms. Brooks noted that the District Governing Board meeting is scheduled for September 27, 2005, 10:00 a.m. at the Orange County Administration Building.

Jean Wilson has advanced the funding agreement to Orange County to be added to consent agenda at their September meeting.

Action Item: Ms. Brooks to contact OUC regarding their interest in International Drive and report back to the Board.

Action Item: District to report back to Advisory Board about Art Fest 2006.

No further comments from the public were noted.

Chairman Pritchard adjourned the meeting at 10:40 a.m.